IN THE CLAIMS:

1   1. A method of adapting broadcast content in the
2   process of being broadcast to an audience, comprising;
3   generating a selection factor for a recipient of the
4   broadcast content based on information relating to the
5   recipient; and
6   adapting the broadcast content according to the
7   selection factor.

1   2. The method according to claim 1, further
2   comprising:
3   synchronizing the adapted broadcast content with other
4   broadcast content being broadcast to the recipient.

1   3. The method according to claim 1, further
2   comprising:
3   gathering information relating to a recipient of the
4   broadcast content; and
5   utilizing the gathered information relating to the
6   recipient to generate the selection factor.

1   4. The method according to claim 3,
2   said gathering including tracking content selected by
3   the recipient.

1   5. The method according to claim 3,
2   said gathering including inputting information from a
3   database.

1   6. The method according to claim 3,
2   said gathering including inputting information from the
3   recipient via a user interface device.

1   7.   The method according to claim 1,

2   said adapting including selecting a content segment

3 according to the selection factor.

1   8.   The method according to claim 7, further

2 comprising:

3   storing a plurality of selectable content segments in a

4 device local to the recipient.

1   9.   The method according to claim 8, further

2 comprising:

3   transmitting the plurality of selectable content

4 segments to the local device.

1   10.   The method according to claim 1,

2   said adapting including selecting an entire broadcast

3 content according to the selection factor.

1   11.   The method according to claim 1,

2   said adapting including assembling content from a

3 plurality of broadcast content segments according to the

4 selection factor.

1   12.   The method according to claim 7,

2   said adapting including processing the selected

3 broadcast content segment according to the selection factor.

1   13.   The method according to claim 1,

2   said adapting including processing the broadcast

3 content according to the selection factor.

1   14.   The method according to claim 13,

2   said processing including changing a color, language,

3 sound, or other visual or audio characteristic of the

4 broadcast content.

1   15.   The method according to claim 13,

2   said processing changing a length of the broadcast

3 content and filling in a remaining time in a broadcast

4 content time slot with at least one additional content

5 segment.

1   16.   The method according to claim 13,

2   said processing including mapping at least one

3 selectable texture onto the broadcast content according to

4 the selection factor.

1   17.   The method according to claim 13,

2   said processing including mapping at least one

3 selectable texture onto at least one selectable object of

4 the broadcast content according to the selection factor.

1   18.   The method according to claim 13,

2   said processing including replacing a selectable object

3 of the broadcast content according to the advertisement

4 selection factor.

1   19.   The method according to claim 13,

2   said processing including adding at least one

3 selectable object to the broadcast content according to the

4 selection factor.

1   20.   The method according to claim 13,

2   said processing including adding audio or video data to

3 the broadcast content.

1   21.   The method according to claim 1, wherein the

2 recipient of the broadcast content is an individual.

1   22.   The method according to claim 21,

2   said gathering including gathering an identity of the

3 individual.

1   23. The method according to claim 1, wherein the
2 recipient of the broadcast content is a group of
3 individuals.

1   24. The method according to claim 23,
2   wherein said gathering including gathering an identity
3 of the group.

1   25. The method according to claim 1, further
2 comprising:
3   adjusting the selection factor to learn or accommodate
4 changes in the recipient.

1   26. The method according to claim 1,
2   said selection factor including a plurality of
3 components each of which categorizes the recipient,
4   said generating utilizing at least one of the
5 categorizations in at least one of the components to
6 generate the selection factor.

1   27. The method according to claim 5,
2   said generating including data mining the database.

1   28. The method according to claim 1, wherein the
2 broadcast content is a broadcast advertisement and the
3 selection factor is an advertisement selection factor.

1   29. An apparatus for adapting broadcast content that
2 is in the process of being broadcast, comprising:
3   a storage device storing a plurality of content
4 segments;
5   a synchronization signal detector;
6   a selector operatively connected to a broadcast feed,
7 said storage device and selection factor input,

8   said selector selecting between the broadcast content

9   from the broadcast feed and at least one of the plurality of

10   content segments from said storage device according to the

11   selector factor.

1   30. The apparatus according to claim 29, wherein the

2   broadcast content has an associated synchronization signal,

3   the apparatus further comprising:

4   a synchronization signal detector operatively connected

5   to the broadcast feed and said selector;

6   wherein when said synchronization signal detector

7   detects the synchronization signal, said selector selects

8   between the broadcast content from the broadcast feed and at

9   least one of the plurality of content segments from said

10   storage device according to the selection factor.

1   31. The apparatus according to claim 29, further

2   comprising:

3   a selection factor generator operatively connected to

4   said selection factor input of said selector, said selection

5   factor generator generating the selection factor for a

6   recipient of the broadcast content based on information

7   relating to the recipient

1   32. The apparatus according to claim 31, further

2   comprising:

3   a database of information relating to the recipient

4   operatively connected to said selection factor generator,

5   said selection factor generator utilizing said database

6   to generate the selection factor.

1   33. The apparatus according to claim 31,

2   said selection factor generator tracking content

3   selected by the recipient to generate the selection factor.

1   34. The apparatus according to claim 31, further

2 comprising:

3   a recipient interface device;

4   said selection factor generator utilizing inputs from

5 the recipient entered via said recipient interface device to

6 generate the selection factor.

1   35. The apparatus according to claim 29, wherein the

2 broadcast content is a broadcast advertisement and the

3 selection factor is an advertisement selection factor.

1   36. An apparatus for adapting broadcast content in the

2 process of being broadcast, comprising:

3   content processor operatively connected to a broadcast

4 feed and a selection factor input,

5   said content processor adapting the broadcast content

6 according to the selection factor.

1   37. The apparatus according to claim 36, wherein the

2 broadcast content has an associated synchronization signal,

3 the apparatus further comprising:

4   a buffer device operatively connected to said broadcast

5 feed; and

6   a synchronization signal detector operatively connected

7 to the broadcast feed, said content processor and said

8 buffer device,

9   wherein when said synchronization signal detector

10 detects the synchronization signal, said content processor

11 processes the broadcast content from the broadcast feed

12 according to the selection factor and said buffer device

13 synchronizes the processed content with a remainder of

14 broadcast content.

1   38. The apparatus according to claim 36, further

2 comprising:

3   a selection factor generator operatively connected to

4 said selection factor input of said content processor, said

5 selection factor generator generating the selection factor

6 for a recipient of the broadcast content based on

7 information relating to the recipient.

1   39. The apparatus according to claim 36, wherein the

2 broadcast content is a broadcast advertisement and the

3 selection factor is an advertisement selection factor.